

## IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

1. (Currently amended) A computer implemented method in a Dutch auction between a plurality of potential bidders, comprising:

[[a)] generating a sequence of price values for a comparative bid parameter that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;

[[b)] selecting a price value in said sequence of price values;

[[c)] for at least a first potential bidder, transforming, using a characteristic of an auction item of a first type, said selected price value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for said first potential bidder, wherein said second view is associated with the auction item of the first type; and

[[d)] for at least a second potential bidder, transforming, using a characteristic of the auction item of a second type, said selected price value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for said second potential bidder, wherein said third view is associated with the auction item of the second type that is different from said first type;

wherein the characteristic of the auction item of the first type is associated with the quality of the item of the first type.

2. (Currently amended) The method of claim 1, wherein generating a sequence of price values [[a)] comprises predefining a series of price increments or decrements.

3. (Currently amended) The method of claim 2, wherein generating a sequence of price values [[a)] further comprises changing said predefined series of price increments or decrements in real-time during the Dutch auction.

4. (Currently amended) The method of claim 1, wherein transforming, using a characteristic of an auction item of a first type [(c)] comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.

5. (Currently amended) The method of claim 1, wherein transforming, using a characteristic of an auction item of a first type [(c)] comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.

6. (Currently amended) A machine readable medium having stored thereon executable code which causes a machine to perform a method to conduct a Dutch auction between a plurality of bidders, said method comprising:

generating a sequence of price values for a comparative bid parameter that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;

selecting a price value in said sequence of price values;

transforming, using a characteristic of an auction item of a first type, said selected price value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for a first potential bidder, wherein said second view is associated with the auction item of the first type; and

transforming, using a characteristic of the auction item of a second type, said selected price value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for a second potential bidder, wherein said third view is associated with the auction item of the second type that is different from said first type;

wherein the characteristic of the auction item of the first type is associated with the quality of the item of the first type.

7. (Previously Presented) The medium of claim 6, wherein said method further comprises predefining a series of price increments or decrements.

8. (Previously Presented) The medium of claim 7, wherein said method further comprises changing said predefined series of price increments or decrements in real-time during the Dutch auction.

9. (Previously Presented) The medium of claim 6, wherein said method further comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.

10. (Previously Presented) The medium of claim 6, wherein said method further comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.

11-15. (Cancelled)

16. (Currently amended) A system for conducting a Dutch auction between a plurality of bidders, comprising:

a processor; and

a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions which when executed cause the processor to:

\_\_\_\_\_ means for generating generate a sequence of price values for a comparative bid parameter that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;

\_\_\_\_\_ means for selecting select a price value in said sequence of values;

\_\_\_\_\_ means for transforming transform, using a characteristic of an auction item of a first type, said selected price value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for a first potential bidder, wherein said second view is associated with the auction item of the first type; and

\_\_\_\_\_ means for transforming transform, using a characteristic of the auction item of a second type, said selected price value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for a second potential bidder, wherein said third view is associated with the auction item of the second type that is different from said first type;

wherein the characteristic of the auction item of the first type is associated with the quality of the item of the first type.

17. (Currently amended) The system of claim 16, wherein ~~said means for~~ generating includes ~~predefines~~ predefining a series of price increments or decrements.

18. (Currently amended) The system of claim 17, wherein ~~said means for~~ generating includes ~~changes~~ changing said predefined series of price increments or decrements in real-time during the Dutch auction.

19. (Currently amended) The system of claim 16, wherein ~~said means for~~ transforming includes ~~performs~~ performing one of a linear transformation, non-linear transformation, and lookup table transformation.

20. (Currently amended) The system of claim 16, wherein ~~said means for~~ transforming includes ~~performs~~ performing a combination of linear, non-linear, and lookup table transformations simultaneously.

21-38. (Cancelled)

39. (Currently amended) A computer implemented method in a Dutch auction between a plurality of potential bidders, comprising:

[[a]] defining a sequence of bid values beginning with a first bid value and ending at a second bid value, said sequence of bid values being used in the broadcast of posted prices to a set of potential bidders;

[[b]] defining, for an individual bidder, a third bid value between said first bid value and said second bid value, the third value representing an ending point in a broadcast of posted prices to said individual bidder, the ending point preceding the second bid value;

[[c]] sequentially transmitting information reflective of said sequence of bid values to said set of potential bidders, wherein in the absence of an acceptance of posted price by a bidder in said set of potential bidders, said transmitting continues until said second bid value is reached; and

[[d]] sequentially transmitting to said individual bidder, in the absence of an acceptance of a posted price by said individual bidder, information reflective of said sequence of bid values up until said third value is reached.

40. (Original) The method of claim 39, further comprising the step of transforming a value in said sequence of values into a bidder comparative bid parameter value, said transformed value being used to create a bidder-specific view of the Dutch auction.

41. (Previously Presented) A machine readable medium having stored thereon executable code which causes a machine to perform a method to conduct a Dutch auction between a plurality of bidders, said method comprising:

defining a sequence of bid values beginning with a first bid value and ending at a second bid value, said sequence of bid values being used in the broadcast of posted prices to a set of potential bidders;

defining, for an individual bidder, a third bid value between said first bid value and said second bid value, the third value representing an ending point in a broadcast of posted prices to said individual bidder, the ending point preceding the second bid value;

sequentially transmitting information reflective of said sequence of bid values to said set of potential bidders, wherein in the absence of an acceptance of a posted price by a bidder in said set of potential bidders, said transmitting continues until said second bid value is reached; and

sequentially transmitting to said individual bidder, in the absence of an acceptance of posted price by said individual bidder, information reflective of said sequence of bid values up until said third value is reached.

42. (Previously Presented) The medium of claim 41, wherein said method further comprises transforming a value in said sequence of values into a bidder comparative bid parameter value, said transformed value being used to create a bidder-specific view of the Dutch auction.

43. (Currently amended) A system for conducting a Dutch auction between a plurality of potential bidders, comprising:

a processor; and

a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions which when executed cause the processor to:

~~\_\_\_\_\_ means for defining~~ define a sequence of bid values beginning with a first bid value and ending at a second bid value, said sequence of bid values being used in the broadcast of posted prices to a set of potential bidders[[:]];

~~\_\_\_\_\_ means for defining~~ define, for an individual bidder, a third bid value between said first bid value and said second bid value, the third value representing an ending point in a broadcast of posted prices to said individual bidder, the ending point preceding the second bid value;

~~\_\_\_\_\_ means for sequentially transmit~~ transmitting information reflective of said sequence of bid values to said set of potential bidders, wherein in the absence of an acceptance of posted price by a bidder in said set of potential bidders, said transmitting continues until said second bid value is reached; and

~~\_\_\_\_\_ means for sequentially transmit~~ transmitting to said individual bidder, in the absence of an acceptance of posted price by said individual bidder, information reflective of said sequence of bid values up until said third value is reached.

44. (Currently amended) The system of claim 43, wherein the memory is configured to provide the processor with instructions which when executed cause the processor to further comprising ~~means for transforming~~ transform a value in said sequence of values into a bidder comparative bid parameter value, said transformed value being used to create a bidder-specific view of the Dutch auction.

45-46. (Cancelled)